



FOR IMMEDIATE RELEASE

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## Intelligent payment solutions accelerate smart mobility

Transport operators, governmental authorities and transit solution providers are initiating a profound transformation of the transit system, to encourage the use of public transports through open payment technologies and innovations.

Mobility-as-a-Service is a model that modern and smart cities are embracing to offer a seamless travelling experience to their passengers at all point of their journey.

How to meet the challenge of smart mobility?

The challenge for cities and payment solution providers is to propose a multi-modal and flexible strategy to unify payments during the complete journey.

Open-loop payments have widely been adopted in metros and buses network globally. However, travelling around cities may still generate frustration when consumers can pay only in cash for bike renting or car sharing.

In the context of smart mobility and the rise of pay-as-you-go transactions, SoftPOS is an innovative solution, allowing any seller of good or service to accept payment cards using only their smartphone, no matter where they are. The softPOS is the ideal solution to unify all actors in the urban mobility plan.

How does it works?

SoftPOS is a lightweight and affordable solution, allowing any merchant in any environment to accept contactless payments with only their smartphone or tablet, without extra hardware needed. Transport users simply need to hold their payment card or other smart payment method, tapping it at the back of the seller's smartphone to pay.

The SoftPOS solution offers a simple alternative to traditional payment terminal. It embeds EMV payment software and meets the tap-to-phone requirements issued by major payment schemes.

It provides a high-end level of security and data protection, using tokenisation and other encryption methods to ensure the safety of sensitive transaction data all the way throught the digital payment process.

About Alcinéo :

Alcinéo provides compliant and secure software solutions that fit the specific requirements of fare collection systems in transit. Our successful experience in EMV technology allows us to support transport authorities and integrators during the transition to a smooth and convenient open-loop payment system in all areas of public transportation. We also provide the software security module to process the contactless transactions securely, and TMS solution for remote control of terminal fleet.

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